



ROGER J. DOW
PRESIDENT & CEO

Roger Dow is President and Chief Executive Officer of the U.S. Travel Association, the national umbrella organization headquartered in Washington, D.C. that represents all segments of travel in America, an industry responsible for generating \$1.8 trillion in economic output annually.

The mission of U.S. Travel is to increase travel to and within the United States. It advocates the power of travel to leaders in government, provides authoritative travel research and analysis, and hosts annual signature events, including International Pow Wow, which generates more than \$3.5 billion in future travel business to the United States.

Dow was instrumental in leading an industry-wide movement for creation of the Travel Promotion Act. This bipartisan legislation, signed into law by President Obama in March 2010, established a first-ever communications and promotion program, known as Brand USA, which is aimed at increasing international travel to the United States.

More recently, U.S. Travel has taken the lead in forming the Discover America Partnership, a consortium of some three dozen companies and associations interested in improving our nation's visa policies around the world, especially in the high-growth markets of Brazil, China and India. U.S. Travel is also working closely with the Administration and Congress to implement common sense approaches to our nation's air travel security and screening system to maximize security while making the process less burdensome on the vast majority of travelers who pose no threat.

Dow has served in his present position since 2005. Prior to joining U.S. Travel, Dow advanced through the ranks at Marriott International in a career that spanned 34 years, where he began as a summer lifeguard at the sixth Marriott hotel and rose to Senior Vice President, Global and Field Sales, where he led Marriott's 10,000-person worldwide sales organization. His many accomplishments for the company included development of Marriott Rewards, the world's leading frequent traveler program.

Dow was recognized by his peers as the Association Executive of the Year, an honor presented by *Association Trends* magazine that reflected Dow's success in unifying the travel industry and greatly increasing its effectiveness on Capitol Hill. He has also been named to the Convention Industry Council's prestigious Hall of Leaders, was recognized by Meeting Professionals International (MPI) as one of the industry's top leaders, was honored by the Destination and Travel Foundation with its prestigious Spirit of Hospitality Award, was selected by *MeetingNews* as one of the 25 most influential people in the meetings industry and has been honored by the American Society of Association Executives (ASAE) with its Academy of Leaders Award. In 2009, Dow was presented an honorary degree from Johnson & Wales University (Doctor of Business Administration in Hospitality Management).

Dow frequently speaks on leadership, sales, marketing and management at conventions and corporate meetings. He has co-authored two books: “Turned On – Eight Vital Insights to Energize Your People, Customers and Profits” and “The Trust Imperative – The Competitive Advantage of Trust-Based Business Relationships.”

He serves, or has served, on the Board of Directors of ASAE, PCMA, ASAE Foundation, MPI Foundation (Chairman), GWSAE, the Travel Institute and RE/MAX International, as well as the U.S. Chamber of Commerce’s Committee of 100 and on the Advisory Boards of Arizona State University’s Center for Services Leadership and the University of Richmond Robins School of Business.

Dow served in the United States Army with the 101st Airborne Division in Vietnam, where he received the Bronze Star and other citations.

A native of New Jersey, he earned a Bachelor of Science degree from Seton Hall University, where he was senior class president, captain of the varsity wrestling team and secretary of Tau Kappa Epsilon fraternity. He was named TKE alumnus of the year for 1991 and was presented with the award by President Ronald Reagan.

Dow and his wife, Linda, reside in Potomac, Maryland.

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